Town of Clayton
Downtown Development Association Advisory Board Minutes
Monday, May 13, 2019 @ 6:00 PM
Wooten Room- Clayton Town Hall

BOARD MEMBERS PRESENT:
Kim Lawter
Neal Stancil
Alison Kilpatrick
Betsy Grannis
Heidi Peach
Jessica Lloyd
Tony Johnson

STAFF PRESENT:
Bobby Bunn, Council Member
David DeYoung, Economic Development Director
Kimberly Moffett, Town Clerk
Stacy Beard, Public Information Officer

MEMBERS ABSENT:
Linda Edwards
Laurie Partlo
Scott Hadding
James Lipscomb

GUESTS PRESENT:
Maria Bunn, Clayton Chamber of Commerce

1 CALL TO ORDER

a) Ms. Lawter called the meeting to order at 6:05 p.m. Mr. Lipscomb was not present at the meeting but joined the meeting via conference call.

2 ADJUSTMENT OF THE AGENDA

3 APPROVAL OF MINUTES

a) Draft Minutes
- April 8, 2019

ACTION: Adoption of Minutes

Motion: Board Member Grannis
Second: Board Member Peach
Vote: Unanimous

4 REPORTS

a) Finance Report
Presenter: Jessica Lloyd

Ms. Lloyd reported everything is track and there are two concerts remaining. Additional revenues and expense will be forthcoming for both of those concerts. Ms. Lloyd further stated sponsorship funds are on track.

b) Façade Grant Status
Presenter: Heidi Peach

Ms. Peach reported there were a total of two outstanding invoices; Purna Yoga is now paid The Woman's Club, remains outstanding.

c) Promotions Update
Presenter: Kim Lawter, Chair

Ms. Lawter reported the first concert of the season would be held on Thursday, May 16 and any assistance would be appreciated. She stated all signage and tents were ready to do. She further stated that some large games had been purchased by the DDA and they would be added to the Kids Corner at the concerns. She stated all was going very well with all concert plans.

5 OLD BUSINESS

a) CDDA Restructure Discussion
Presenter: Kim Lawter, Chair

Ms. Lawter provided background and proposed moving forward with taking the DDA as a private 501c3, disbanding the advisory board and forming new by-laws. There was lengthy discussion regarding the funding of the 501c3 and further the town does not currently fund 501c3's. Ms. Beard stated staff believed that the council deeply valued the events currently handled by the DDA. There was lengthy discussion regarding what would occur should the town decide to not continue funding and if the DDA would continue to handle concerts and movie nights. Ms. Lloyd reported that all funds provided by the town are spent directly on these events. She shared additional information regarding amounts funded by the town and sponsorship funds that are raised. If funding from town stopped, the DDA would need to decide what they would do regarding these events. Concerns raised by board members included; raising sponsorship if DDA were not to do concerts, facade grants and availability. Mr. DeYoung stated all this information would need to be shared with council and they would have final decision regarding their desire to have an outside entity/body making decisions about town monies. Ms. Grannis asked for clarification about what brought about this discussion and stated this was the first she had heard of it. Ms. Lawter stated when Ms. Russo left her position with the town it was her thought nothing was being done and felt projects were being killed at staff level. She further stated that she felt the board was left on its own following Ms. Russo's departure. She felt decisions needed to be made about what the DDA wanted to do next and did that mean they wanted to strictly continue to pushing events or assisting downtown in additional ways. She further stated she believed having a stand-alone 501c3 with an executive director would be able to do this. Ms. Beard stated that DDA has always done great events and further reported there is now a full time special event coordinator that would be taking over the logistics of events. Ms. Lawter reported that currently she felt like she was doing all the work for these events. Ms. Beard stated this is the first staff is hearing of this and it is her understanding that when Ms. Russo left her position that all concert contracts and details were in place. Mr. Lipscomb reported that he felt that DDA would contract with the town for certain events and this would allow for a part time executive director to handle other duties. He stated that he felt many projects had been put on the back burner and he would like to see more energy brought to downtown. There was lengthy discussion about what a different structure would allow. Mr. Stancil stated he would like to see a Block Ambassador Program in place that would open up conversations with downtown business owners. Ms. Grannis shared she didn't feel the town would fund a 501c3 just for a staff person. Ms. Lawter stated she felt this was something that had been thought about for the past 3 years. Mr. Stancil asked if goals of a stand-alone would be to do the same thing. Ms. Lawter stated that was not plan. Mr. DeYoung stated he believed the town would continue to fund concert series and the town would be a partner. Mr. Stancil asked what then would change. Ms. Lawter stated currently both she and Ms. Lloyd handle the day to day operations. Mr. Stancil asked again where the funding would come from for this staff person. Ms. Lloyd stated she did not believe funding for concerts was ever in question but she thought the town could contract with the town for a staff person. Ms. Lawter stated she would like to see a contract with the town and have dedicated funds for downtown. She stated the stand-alone would look to partner with town. Ms. Lawter shared example of harvest festival. Mr. DeYoung shared information about the new staff person coming on board and shared details about this employee would interact with the DDA. He also provided history regarding the amount of time that Ms. Russo spent on the physical set-up and breakdown of events. Further with the new special event planner and Parks & Recreation staff, that would no longer be the case. All event set- up and breakdown would be handled by that staff. He reminded the DDA is an advisory board of volunteers who want to do things. He further stated the new town staff person would serve as economic development contact and liaison to the board and would not be taking on new initiatives of the newly proposed 501c3. Ms. Lawter again stated that ultimately council needs to approve and the board needed to make decision regarding the direction to move/ Council Member Bunn stated it was important to take the time necessary to decide on what was the best direction to head. Ms. Grannis suggested a retreat would be extremely helpful. Ms. Lloyd agreed a retreat would be extremely helpful. Mr. Stancil stated members are willing step up to assist the promotions committee and assist with duties that are causing the most stress. Ms. Lawter stated that members of the board need to take an initiative in this area. Ms. Lloyd stated that having a staff person would not fix the problem of un-involvement. Mr. DeYoung also stated a topic to be discussed at the retreat should how the Economic Development Office could best assist. Ms. Beard reminded a mission would be needed for council to get behind. All staff involvement needs to be included in proposal. Ms. Lawter reminded that we are still down a full staff person. Council Member Bunn reminded the board that all events currently handled by the DDA are funded through next year and stated to be sure everything is well prepared if and when this was presented to council. Mr. Johnson would like to know if a breakdown of what staff currently does for DDA special events could be provided. He would like to see staff time quantified regarding special events. Discussion continued and included sponsorships and history as well as amount of time to book bands etc. Mr. Johnston stated he wanted to understand what staff currently does and further he felt the DDA needed to do more than special events and that the DDA needed to be more relevant to downtown businesses. Ms. Beard suggested the Main Street Center could provide additional information about 501c3's and other downtown associations. Ms. Beard further stated that partnerships are very important and we all have the same goal of wanted the best quality of life for our residents.

There was consensus that holding a retreat would be extremely beneficial. Suggested date of Saturday, June 29, 2019 with location and details to be determined. It was further agreed that the June 10, 2019 meeting of the DDA would be cancelled.

b) Facade Grant Update
Presenter: Kim Lawter, Chair

6 NEW BUSINESS

7 OTHER BUSINESS

8 ADJOURN

a) Adjournment of Meeting

With there being nothing further the meeting was adjourned at 7:34 p.m.

ACTION: Motion to Adjourn

Motion: Board Member Johnson
Second: Board Member Peach
Vote: Unanimous

Duly adopted this 12th day of August, 2019.

Tony Johnson
Chair

ATTEST:

Clerk to the Board

TOWN OF CLAYTON
INCORPORATED
APRIL 1869
CLAYTON, N.C.